



UniCredit: Pitti Immagine's Main Partner

The bank is at the forefront for developing manufacturing areas and supporting the excellence of Made in Italy

As a main partner, **UniCredit** supports the programs and projects of **Pitti Immagine**, the leading name in promoting Italy's fashion industry and design. This synergic relationship was launched to keep the spotlights shining on the industry – listening to and actively participating in supporting it, with a focus on innovation and sustainability.

UniCredit believes that these two points are essential for the sustainable growth of business and for this reason is making consulting services and bespoke solutions available to the firms. This can facilitate and enhance processes aimed at strengthening the production chain and supporting the ecological and digital transformations currently underway, and this means support for the entrepreneurial fabric and the communities.

Annalisa Areni, the UniCredit Italia director of Client Strategies said: "Sustainability and innovation are the essential keys to the success of Italian businesses. UniCredit will continue to work hand-in-hand with the companies in our country, providing the tools, support, and knowledge they need in order to progress and improve their sustainability profiles. Therefore, we will continue along this path with the awareness that we have to work on several fronts, using the expertise acquired in ESG on identifying targeted solutions such as Together4Energy and Together4Digital and, above all, actively supporting special programs – such as those organized by Pitti Immagine – focusing on the leading areas of *Made in Italy*. These manufacturers will find UniCredit to be an important partner, capable of working with them as they go along their transformative paths. We are moving forward with this commitment in order to release our country's productive potential, and thus help the development of the respective areas."

Within the framework of our cooperation with Pitti, during the four days of the fair, the UniCredit Theatre, set up at the Fortezza da Basso, will host several occasions for meetings and conversations about fashion, innovation, economics-finance, sustainability, and lifestyles.